



THE OPEN UNIVERSITY OF SRI LANKA

CERTIFICATE IN ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

FINAL EXAMINATION – 2009

INTRODUCTION TO MARKETING – MCC 1204

DURATION : TWO (02) HOURS

DATE : 06.12.2009

TIME : 1.30. p.m. – 3.30 p.m.

ANSWER ANY FOUR (04) QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. Assume that you are a Marketing Manager of a small footwear company. Your company owner has asked you to prepare a report on the footwear market. Draft a report to highlight the features of the footwear market with reference to the marketing mix variables.
2. Discuss with examples the importance of marketing environment analysis for small businesses.
3. What are the Marketing opportunities created for small businesses after the War ? Explain with examples.
4. Clarify the concepts of Segmenting, Targeting and Positioning with examples.
5. Explain following concepts.
 - a. Needs and Wants
 - b. Promotion
 - c. Marketing concept
 - d. Product Life Cycle concept (PLC)
 - e. Pricing

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